



SUCCESS HAS CROWNED OUR ANNUAL XMAS SALE!



Our Repair Department

Our Repair Department is equipped to do the following work on any make of Piano: TUNE, TUNE REGULATE, CASE POLISHING, Varnishing, Refinishing, Voicing, Ebonizing, Mahoganyizing, Stringing, also Ivories Replaced and Nickel Plating of Metal Parts—in fact, your old piano will be made to look like new at small cost.

No charge for estimates. They are cheerfully given. Call Phone Madison 6506 and ask for Repair Department.

This event has more than eclipsed any former effort made by this growing concern. In fact, Richmond has never before witnessed such a sale of new Pianos of standard makes at prices positively bordering on the sensational.

Our warerooms have been crowded ever since the inauguration of this event, and many fine instruments have been sold, and many are here awaiting delivery instructions.

The sale has all along been wonderfully successful, far in excess of our most sanguine expectations. The enthusiasm that has heretofore been conspicuous shall more than likely increase, and present stocks will be quickly drawn from for such Piano reductions as we quote below will mean the adding of many new names this week to our already long list of buyers.

You can readily see the folly of procrastinating further.

So attend this Annual Sale of Pianos and choose any of our ideal instruments—pay us only a fraction of their true value for former selling prices have been entirely forgotten. Attend early in the day—early in the week.

Store open evenings until 9 o'clock.

Exchange of Old Instruments

We are prepared to take in trade any musical instrument, whether Violin, Organ or Piano. We have every facility in this respect to enable us to give good prices for your old instrument.

We are the largest and most up-to-date Piano dealers in the State of Virginia.

Why not have a "Talk with Crafts" this Christmas and secure for your loved ones that long promised Piano. Fulfill that promise this year! Pianos bought now will be delivered at any day or hour you desire.

BARGAINS IN NEW PIANOS

Henry & S. G. Lindeman Pianos

Each Piano guaranteed for life-time by manufacturers, and we also do the same, making the guarantee doubly strong.

Henry & S. G. Lindeman Baby Grand, originally \$1,000; special during this sale.....

\$750

Henry & S. G. Lindeman Quarter Grand Piano, new sample instrument; superior tone; during this sale, special.....

\$950

Two Style X Henry & S. G. Lindeman Pianos, special mission design; hard to find such cases elsewhere; each Piano reduced.....

\$150

Seven Style 32 Henry & S. G. Lindeman Pianos, in mahogany, beautifully trimmed; each reduced.....

\$125

Eleven Henry & S. G. Lindeman Style "L" Pianos, in mahogany, walnut and oak; will be reduced in price, each.....

\$110

Eight Style 14 Henry & S. G. Lindeman Pianos, in mahogany and oak; perfect instrument in every way; each reduced.....

\$125

Eight Style 20 Henry & S. G. Lindeman Pianos, in mahogany and walnut; the instrument that real artists prefer; each reduced.....

\$125

Four Style 24 Henry & S. G. Lindeman Pianos, in mahogany and walnut; an ideal Piano; each reduced.....

\$100

Three Style 55 Henry & S. G. Lindeman Pianos, in mahogany, oak or walnut; the players' favorite; each reduced.....

\$175

Four Henry & S. G. Lindeman Player-Pianos; during this sale each reduced.....

\$268

Two Walnut Henry & S. G. Lindeman Player-Pianos; reduced, each.....

\$281

Four Oak Henry & S. G. Lindeman Player-Pianos, beautiful instruments these, massive design; each reduced.....

\$325

The above reductions will move these bargains quickly.

New Upright Pianos

Take your choice of any of these superior instruments and rest assured of capturing a bargain rare indeed.

All \$200.00 Pianos reduced.....

\$119

All \$250.00 Pianos reduced.....

\$128

All \$300.00 Pianos reduced.....

\$198

All \$325.00 Pianos reduced.....

\$200

All \$350.00 Pianos reduced.....

\$208

All \$400.00 Pianos reduced.....

\$247

All \$425.00 Pianos reduced.....

\$267

All \$450.00 Pianos reduced.....

\$298

All \$475.00 Pianos reduced.....

\$300

All \$500.00 Pianos reduced.....

\$315

New Schaeffer Pianos

Stamped and recognized by foremost musicians as "The best in the West." These Pianos we have recently added to our long list of instruments, and for them we have exclusive representation for Virginia and North Carolina.

4 Style 6 Schaeffer Pianos, in mahogany, reduced, each.....

\$125

2 Style 6 Schaeffer Pianos, in oak, reduced, each.....

\$150

3 Style 8 Schaeffer Pianos, in mahogany, reduced, each.....

\$120

2 Style 8 Schaeffer Pianos, in walnut, reduced, each.....

\$120

1 Style 8 Schaeffer Piano, in oak, reduced, each.....

\$125

3 Style 30 Schaeffer Pianos, in mahogany, reduced, each.....

\$150

2 Style 30 Schaeffer Pianos, in walnut, reduced, each.....

\$90

1 Style 30 Schaeffer Piano, in oak, reduced, each.....

\$125

3 Style 40 Schaeffer Pianos, in mahogany, reduced, each.....

\$75

1 Style 40 Schaeffer Piano, in walnut, reduced, each.....

\$85

1 Style 40 Schaeffer Piano, in oak, reduced, each.....

\$100

4 Style 50 Schaeffer Pianos, in mahogany, reduced, each.....

\$100

2 Style 50 Schaeffer Pianos, in walnut, reduced, each.....

\$75

1 Style 50 Schaeffer Piano, in oak, reduced, each.....

\$150

1 Style Library Art Schaeffer Piano, in Santo Domingo mahogany case, dull finish; price reduced to cost; two handsome stained glass electrolights on this instrument; sale price.....

\$650

Schaeffer Player Pianos Reduced

2 Style T Schaeffer Player-Pianos, each reduced.....

\$250

1 Style T Schaeffer Player-Piano reduced.....

\$250

Ludwig Pianos

Each instrument is of massive design, rich in tone, and the name "Ludwig" is recognized as a leader in the piano world.

9 Style F Ludwig Pianos, in mahogany, each reduced.....

\$110

4 Style K Ludwig Pianos, in mahogany, each reduced.....

\$125

2 Style H Ludwig Pianos, in mahogany, each reduced.....

\$150

3 Style V Ludwig Pianos, in mahogany, each reduced.....

\$150

4 Style X Ludwig Pianos, in mahogany, each reduced.....

\$175

2 Beautiful Ludwig Baby Grand Pianos, regular price \$900, walnut and mahogany cases, highly polished; each reduced.....

\$300

2 Ludwig Player-Pianos, in mahogany, Style P, 88 note, beautiful design; the latest in the piano maker's art; each reduced.....

\$250

1 Style V Ludwig 88-Note Player Piano, massive walnut case; each reduced.....

\$175

Miscellaneous New Pianos

2 Style S Concert Used Crafts Pianos, beautiful cases, with that soft, appealing tone; each instrument reduced.....

\$75

4 Style 5 Bailey Pianos, in mahogany, 7½ octaves; each one reduced.....

\$150

2 Style 1 Bailey Pianos reduced, each.....

\$115

3 Style 2 Bailey Pianos reduced, each.....

\$115

4 Style 3 Ludlow Pianos, in mahogany; each instrument reduced.....

\$135

2 Style A Carleton Pianos, in mahogany, a good piano at regular selling price; each reduced.....

\$110

2 Style C Carlton Pianos, in handsome oak cases; each reduced.....

\$125

A partial list of representative Richmond homes that possess Pianos or Player-Pianos purchased from Crafts:

Mr. Frank W. Cunningham, Richmond, Va.

Mr. Clyde W. Saunders, Richmond, Va.

Mr. Geo. W. Woodall, Richmond, Va.

Mr. Rowena B. Burton, Richmond, Va.

Miss I. N. Lucas, Richmond, Va.

Mr. F. C. Murray, Richmond, Va.

Mrs. Ida C. Mallory, Richmond, Va.

Mrs. J. J. Beavers, Richmond, Va.

Mr. J. W. Smithers, Richmond, Va.

Mr. C. B. Fairbank, Richmond, Va.

Miss Carrie Tyler, Richmond, Va.

Mrs. A. M. Cills, Richmond, Va.

Mr. Ike Scher, Richmond, Va.

Mrs. H. T. Serey, Richmond, Va.

Mrs. J. M. Godfrey, Richmond, Va.

Mrs. M. E. Harris, Richmond, Va.

Mrs. Arnold Parnell, Richmond, Va.

Mr. R. B. Bradley, Richmond, Va.

Miss Ida C. Burnette, Richmond, Va.

Miss Mary E. Flippin, Richmond, Va.

Mr. C. C. Dearhardt, Jr., Richmond, Va.

Mrs. B. G. Matthews, Richmond, Va.

Mr. L. P. Southwick, Richmond, Va.

Mrs. R. Tatarsky, Richmond, Va.

Mrs. H. S. Smith, Richmond, Va.

Mrs. Josephine Mayo, Richmond, Va.

Mrs. M. L. McGuire, Richmond, Va.

Mr. W. G. Saunders, Richmond, Va.

Haaker Memorial Sunday-School, Richmond, Va.

Miss Annie Burton, Richmond, Va.

Miss B. L. Freeman, Richmond, Va.

Mrs. F. T. Brodie, Richmond, Va.

Mr. J. A. Schroeder, Richmond, Va.

Mrs. B. E. Miller, Richmond, Va.

Mrs. D. S. Deering, Richmond, Va.

Mrs. I. A. Beaver, Richmond, Va.

Mrs. H. Wagner, Richmond, Va.

Mrs. Emma V. Hicks, Richmond, Va.

Mrs. S. M. Wiseman, Richmond, Va.

Mr. H. M. Pace, Richmond, Va.

Mr. Thos. Draper, Richmond, Va.

Mr. J. L. Worsham, Richmond, Va.

Mrs. Katherine King, Richmond, Va.

Mr. J. S. James, Richmond, Va.

Mr. R. L. Barnes, Richmond, Va.

Mr. Thos. F. Bagley, Richmond, Va.

Mrs. W. E. Drew, Richmond, Va.

Mr. J. W. Bille, Richmond, Va.

Mr. J. B. Bille, Richmond, Va.

Mrs. S. F. Wright, Richmond, Va.

Mrs. E. M. Earman, Richmond, Va.

Mr. M. Ganzer, Richmond, Va.

Mr. L. C. Blase, Richmond, Va.

Mr. Harry Huber, Richmond, Va.

Reid Memorial Sunday-School, Richmond, Va.

Mrs. V. P. Wright, Richmond, Va.

Mr. Norman F. Short, Richmond, Va.

Dr. F. L. Costenbader, Richmond, Va.

Central M. E. Sunday-School, Manchester, Va.

Mr. Geo. E. Sangster, Richmond, Va.

Mr. E. S. Jones, Richmond, Va.

Mrs. Katherine Tyndall, Richmond, Va.

Mrs. C. I. Howard, Richmond, Va.

Mr. M. Hart, Richmond, Va.

Mrs. Josie R. Haynes, Richmond, Va.

Mrs. O. F. Sutton, Richmond, Va.

Mr. W. T. Priddy, Richmond, Va.

Mrs. R. C. Wight, Richmond, Va.

Miscellaneous Bargains in New and Used Organs

\$100 Estey Organ (used), walnut case; sale price.....

\$65

\$125 Shoninger Organ (used), rosewood case, French mirror, at.....

\$55

\$150 Waterloo Organ, golden oak case, with a tone that will sympathize, French mirror; a wonderful organ at the price.....

\$80

\$75 Kimball Organ, magnificent mirror. If you like this name on an organ, see this.....

one. Cannot be told from new; sale price.....

\$40

Don't be surprised when you read that we will sell you a Beautiful New Weaver Organ as low as.....

\$56

Never mind how we can do it, and remember we have what we advertise and advertise what we have.

If there is a better Organ sold than the old reliable Weaver, then we want to know it.

We quote as follows a few prices on Weaver Organs:

All New \$75.00 Weaver Organs cut to.....

\$56.00

All New \$100.00 Weaver Organs cut to.....

\$67.50

All New \$125.00 Weaver Organs cut to.....

\$78.75

All New \$150.00 Weaver Organs cut to.....

\$92.50

Bargains in Upright Used Pianos

On Sale in the Bargain Basement. Used pianos taken in exchange as part payment on one of our various makes.

3 Haynes Pianos, mahogany case, first-class condition, have been carefully used; sale price, each.....

\$130

\$150 per week pays for any of these Haynes Pianos.

One Chickering Piano, mahogany case, 7 octaves (if you want a Chickering see this one); sale price.....

\$130

On Sale in the Bargain Basement. Grovestein & Fuller Upright Piano, rosewood case, 7½ octaves, sweet, mellow tone, copper bass strings, in good condition; sale price.....

\$110

Knabe Piano, rosewood case, full metal plate, magnificent tone; no better name than this; price.....

\$125

Stool and Scarf included. \$1.25 per week pays for this Piano.

On Sale in the Bargain Basement. Fischer Pianos, walnut case, also one in mahogany; your choice at.....

\$165